

IT HUNTER SOLUTIONS

Contact No - +1 9099998808

Email ID – ithuntersolutions@gmail.com

SAP CRM Functional

- Overview and Introduction
- Foundation & Architecture of my SAP CRM
- My SAP CRM Analytics
- My SAP CRM Marketing
- My SAP CRM E-Commerce
- My SAP CRM Channel Management
- My SAP CRM Sales
- My SAP Interaction Centre
- My SAP Service
- My SAP Field Applications (with focus on Mobile Service)
- My SAP CRM for Industries
- Integration with other My SAP suite of modules
- CRM Base Customizing
- CRM Basic data & Customizing settings for these objects:
 - Business partner
 - Organizational model
 - Territory Management
 - Product master CRM Business Transactions
- Overview of generic functions in business transactions
- Activity Management (including Activity Journal and Groupware Integration)
- Middleware settings:
 - Middleware connections to R/3, APO and CRM
 - CRM Business Partner – CRM Middleware
 - CRM Middleware – Sales and Billing
 - Basic concepts of CRM middleware
 - Replication administration
 - Monitoring & error handling
 - Implement “Customer Interaction Centre”
 - Architecture landscape
 - Agent functions and processes in the IC
 - Define CIC Profile and Customer-Specific Workspaces

- Define Front-office framework
- Component Configuration
- Action Box Configuration
- CTI Configuration
- Client Implementation Case Study – Live Exercise
- Implement “Internet Sales”
- Architecture and landscape
- set up logical system and connection with OLTP R/3 and APO
- Configuration of the CRM Server – Base Customizing
- Configuration Web Application
- Creating Product catalogs
- Publication of Product Catalog content
- Create Internet User for order processing
- Sales Transactions using “Internet Sales”
- Web Shop Maintenance
- Client Implementation Case Study – Live Exercise
- Implement “CRM- Marketing”
- Opportunity Management
- Activity Management
- Marketing Planning and Campaign Management
- Marketing Calendar
- Customer Segmentation
- External List Management
- Lead Management
- Marketing Analytics
- Publication of Product Catalog content
- Create Internet User for order processing
- Sales Transactions using “Internet Sales”
- Web Shop Maintenance
- Client Implementation Case Study – Live Exercise
- Implement “CRM- Marketing”
- Opportunity Management
- Activity Management
- Marketing Planning and Campaign Management
- Marketing Calendar
- Customer Segmentation
- External List Management
- Lead Management
- Marketing Analytics